

FILE

# fashion/calendar

*Ruth Finley, Publisher / a weekly publication / 23rd year*

*8 East 77th St./New York 21, N. Y./TR 9-2343 / SEPT. 30, 1963*

1963

JANUARY	FEBRUARY	MARCH	APRIL
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# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 27, 1963</u>			
Thursday Sept. 26 9:30 A.M. Coffee	PRESS PREVIEW OF "LEISURE HOMES" Preview for press of furnished homes for leisure living. By invitation. (For Release, Mon., Sept. 30.)	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Thursday Sept. 26 10:30 A.M.	RESORT AND EARLY SPRING COLLECTION Showings at 10:30 A.M., Thurs., Sept. 26 and Tues., Oct. 1. By reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday Sept. 26 11:30 A.M.; 4:00 P.M.	PREVIEW: RESORT AND SUMMER SWIMSUITS Roxanne's Resort and Summer swimsuits at two showings: Sept. 26 at 11:30 AM and 4:00 P.M. By invitation. Contact: Eleanor McKay, OR. 9-8060.	ROXANNE SWIMSUITS CO.	1407 BROADWAY SHOWROOM - 3507
Thursday Sept. 26 12:00 Noon	OPENING OF RESORT COLLECTION One showing only, by reservation. Contact: BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Sept. 26	BERGDORF GOODMAN RELEASE--Collection by Jean-Louis Scherrer.(No Show)		
Thursday Sept. 26 12:15 P.M. Luncheon	LUNCHEON AND "STRETCH SEMINAR" Chemstrand will be host at luncheon and fashion showing of stretch fashions followed by seminar at 1:30 P.M. Panel discussion on stretch by experts in fibers, fabrics, and fashion. For press and trade, by invitation. Publicity: Mary Ann Zimmerman, Bell & Stanton, PL. 9-4800.	CHEMSTRAND COMPANY (350 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Thursday Sept. 26 12:30 P.M.- 4:00 P.M.	BENEFIT FASHION SHOW Resort, Fall, and ski fashions by Christian Dior, N.Y., available at Saks Fifth Avenue. Show at 2:45 P.M. For benefit of St. Barnabas Hospital. Reservations--\$5.00; contact: Mrs. Betty Merrill, CY. 5-2000. Dior Contact: Mary MacFadden, LO. 4-9220.	CHRISTIAN DIOR, N.Y. (498 SEVENTH AVENUE)	HOTEL PLAZA BALLROOM
Thursday Sept. 26 4:00 P.M. Cocktails	PREVIEW: MEN'S SWIM AND BEACH FASHIONS "Jantzen Men's Smoker"--Spring and Summer showing of men's swimwear and playclothes. By invitation. Publicity: Kathy Russo, OX. 7-0811.	JANTZEN, INC.	TIME & LIFE BLDG. 8TH FLOOR--AUDITORIUM
Thursday Sept. 26 4:00 P.M.- 6:00 P.M.	"WHAT MOTIVATES MEN TO BUY?" Speakers: Myron Blumenfeld, Toiletries Buyer--Bloomingdale's; Samuel Ferber, Advertising Manager--Esquire Magazine; Richard Schneider, Vice President--Broadstreet's. Members--\$3.00; non-members--\$4.50. Contact: Annette Green Assoc., 101 Park Ave., MU. 4-4911.	THE FRAGRANCE FOUNDATION	HOTEL DRAKE DEVON ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 26 5:00 P.M. Cocktails	SPECIAL PREVIEW: CRUISE COLLECTION "Sun Lane Cruise Collection"--Jerry Silverman's cruise fashions, designed by Shannon Rodgers, will be presented aboard the S.S. Constitution. By invitation. Continuous thereafter in showroom. Contact: Jean Dionne, CH. 4-4940, or CH. 4-7522.	JERRY SILVERMAN (530 SEVENTH AVENUE)	S.S. CONSTITUTION PIER 84 - W. 44TH ST.
Thursday Sept. 26 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS AWARD Twenty-first annual award, this year to Bill Blass and Rudi Gernreich. Also, special awards to fur designer Betty Yokova of A. Neustadter & Sons; and Arthur and Theodora Edelman of Fleming-Joffe. Fashion show at 9 P.M. By admission ticket only. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Beginning Thursday Sept. 26	HOLIDAY, RESORT, EARLY SPRING COLLECTION Continuous showings of Holiday, Resort, and early Spring collection, designed by Nan Herzlinger. Contact: OX. 5-1735.	NAN HERZLINGER	242 WEST 38TH STREET SHOWROOM - 11TH FLOOR
Beginning Thursday Sept. 26	HOLIDAY COCKTAIL COLLECTION Continuous showings, by appointment. Contact: LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday Sept. 26- Oct. 6	INFORMAL SHOWINGS OF SWIMWEAR & SPORTSWEAR Private informal showings of Catalina's 1964 Resort, Summer swimwear and sportswear. By appointment and invitation. Contact: PE. 6-2855.	CATALINA, INC.	SAVOY-HILTON HOTEL PRESIDENTIAL SUITE
Thursday Sept. 26	RESORT AND SPRING COLLECTION Gross-Sydney's Resort and Spring collection of Pettit-4 casual wear for the petite miss; and "Terry Rogers" misses sizes. Continuous showings. Contact: George Rappaport, CH. 4-3558.	GROSS-SYDNEY	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday Sept. 26	IMPORTED SPORTSWEAR AND DRESSES Consentino sportswear, separates, dresses, at-home skirts; and Sybil Zelker dresses from England. Contact: PL. 3-4464; or PL. 3-3500, Ext. 203.	CONSENTINO OF CAPRI; SYBIL ZELKER, ENGLAND	VIRGINIA KREMENTZ 42 W. 58TH ST., RM. 203
Sept. 27	GIMBELS RELEASE DATE--Children's imports. (Preview Sept. 20)		
Sept. 27	YOM KIPPUR (Jewish Holiday--begins at sundown. Holiday, Sat., Sept. 28.)		
<u>WEEK BEGINNING MONDAY, SEPTEMBER 30, 1963</u>			
Sept. 30	MACY'S RELEASE DATE--Leisure homes. (Preview, Sept. 26--See Pg. 1)		
Monday Sept. 30 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORT FAIR Modeling of import fashions and boutique items; tour of food and home furnishings departments. By invitation. (For Release, Tues., Oct. 1.) Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 30 12:00 Noon	PRESS PREVIEW: MADE- TO-ORDER FUR FASHIONS Fall-Winter made-to-order fur fashions, designed by Emeric Partos. By invitation. ( <u>For Release, Tues., Oct. 1.</u> )	BERGDORF GOODMAN	2ND FLOOR FUR SALON By Florence Neff, PL. 3-7300.
Monday Sept. 30 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING Fabric Exhibit, Spring-Summer 1964. Speaker: Senator Jacob K. Javits. Co-chmn.: Eve Orton, "Harper's Bazaar" and Virginia Williams, Carlisle Shoe Co. Prices: \$8.00, members; \$10.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	AMERICANA HOTEL BALLROOM
Monday Sept. 30 12:00 Noon- 6:00 P.M. Buffet	NEW "FILIGREE" HAIRCUT AND NEW BRANCH SHOP Ila of New York will introduce her "Filigree" haircut, a new hair-shaping technique. Also, launching her new midtown branch shop at the Hampshire House. By invitation. ( <u>For Release, Wed., Oct. 2.</u> )	ILA OF NEW YORK (25 EAST 77TH STREET)	HAMPSHIRE HOUSE SALON - 2ND FLOOR Contact: LT. 1-0984.
Cancelled Sept. 30	HERBERT SONDHEIM'S LUNCHEON SHOWING OF FALL COLLECTION AT SHERATON-EAST HOTEL, ORIGINALLY SCHEDULED FOR SEPT. 30 AT 12:30 P.M., HAS BEEN CANCELLED.		
Monday Sept. 30 5:00 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions for the press. By invitation. ( <u>For Release, Wed., Oct. 2.</u> )	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR Publicity: Vera Bacal, PL. 3-8421. Customer showing Tues., Oct. 1 at 3:00 P.M. Contact: Mrs. S.K. Steffan, CI. 7-1388.
Monday Sept. 30 6:30 P.M. Buffet	PREVIEW OF FOOTWEAR AND SPORTSWEAR Preview for press of Rudi Gernreich's Resort sportswear, coordinated with footwear by Capezio. By invitation. Publicity: Lois Muller, JU. 6-2150.	CAPEZIO & RUDI GERNREICH	9 WEST 61ST STREET SHOWROOM
Beginning Monday Sept. 30	SHOWING OF CASUAL SUITS AND DRESSES "Teede"--Cruise and Spring fashions, designed by Alma Tiedemann, in Moygashel linen; also monogrammed dresses. Contact: WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
Tuesday Oct. 1 10:00 A.M.	OPENING: RESORT COLLECTION Showings at 10:00, Oct. 1, 2, 3. ( <u>Note Change of Dates.</u> )	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR Contact: LA. 4-7626.
Tuesday Oct. 1 10:30 A.M.	RESORT AND CRUISE COLLECTION Cruise and Resort fashions, designed by Tina Leser for David M. Goodstein, Oct. 1, 3, 8, 10, 16, 23 at 10:30. By reservation. Contact: Carolyn Carpenter, LA. 4-2577.	DAVID M. GOODSTEIN	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Oct. 1 11:30 A.M. & 3:30 P.M.	TWO SHOWINGS OF 1964 SWIMWEAR Two showings of Darlene swimwear: 11:30 A.M. (buffet) and 3:30 P.M. (cock- tails). By invitation. Contact: Jean Sessions, BR. 9-9400.	DARLENE KNITWEAR, INC. (1407 BROADWAY)	SAVOY HILTON HOTEL SALON BLEU-2ND FLOOR
Tuesday Oct. 1 2:30 P.M.	OPENING OF RESORT COLLECTION Resort sportswear, dresses, and separates, designed by Peggy Thayer. Shows Tues., Wed., Thurs., through Oct. 17 at 2:30. By reservation. Contact: Katherine Farmer, OX. 5-4812.	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 1 4:00 P.M. Cocktails	PREVIEW: RESORT AND CRUISE COLLECTION Preview of dresses and coordinates; also boutique imports. By invitation. Continuous thereafter in showroom. Contact: OX. 5-4270.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Cancelled Oct. 1	SCAASI BOUTIQUE FOR MARTINI, RESORT AND HOLIDAY COLLECTION, ORIGINALLY SCHEDULED FOR OCT. 1 AT 4:00 P.M., HAS BEEN CANCELLED.		
Tuesday Oct. 1 4:30 P.M. Cocktails	DIAMONDS-INTERNATIONAL AWARDS PRESENTATION Presentation of Awards for outstanding jewelry designs to 24 jewelers from five countries. Jewelry exhibit from 4:30. Presentation at 5:30. By invitation only. (Public exhibition: \$1.00, Oct. 2-4, for benefit of Institute for International Education.) Publicity: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC. (1271 SIXTH AVENUE)	PARKE-BERNET GALLERIES 980 MADISON (77TH ST.)
Beginning Tuesday Oct. 1	RESORT AND ADVANCE SPRING COLLECTION Continuous showings of suits, ensembles, and coats for Resort and advance Spring. Contact: Bert Barber, PE. 6-2291.	BARBERINI, LTD. (DIV. OF ORIGINALA)	230 WEST 38TH STREET SHOWROOM - 9TH FLOOR
Beginning Tuesday Oct. 1	RESORT AND ADVANCE SPRING COLLECTION Fontana's ready-to-wear imports for Resort and advance Spring. By appointment. Contact: Joan Franges, PL. 3-7244.	FONTANA OF ROME	HOTEL PLAZA SUITE 334
Tuesday Oct. 1 6:30 P.M.- 9:00 P.M.	THIRD SESSION OF FASHION TRAINING COURSE Subject: "Accessories"--Speakers: Beth Levine, Herbert Levine, Inc.; Angeline Dougherty, Glamour Magazine; Rosalind Gersten, Macy's New York; and Seymour Troy. Individual session: \$2.75. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENGINEERING CENTER (345 E. 47TH ST.)
Oct. 2	MAXIMILIAN RELEASE DATE--Fall-Winter furs. (Preview Sept. 30--See Pg. 3)		
Wednesday Oct. 2 10:30 A.M.	PREVIEW: SPRING IRISH TWEEDS AND LINENS Irish collection. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	ELIZABETH JAMES OF IRELAND	27 EAST 37TH STREET
Wednesday Oct. 2 2:30 P.M.	PRESS PREVIEW: FASHIONS BY JANE DERBY "Bendel's Fancy"--Press preview of exclusive collection, designed by Jane Derby for Henri Bendel. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	HENRI BENDEL	2ND FLOOR
Wednesday Oct. 2 3:30 P.M. Cocktails	PREVIEW OF RESORT SPORTSWEAR COLLECTION Melba Hobson's collection of sportswear, separates and dresses for Resort. By invitation. Continuous thereafter in showroom. Contact: Bernice Lewis, WI. 7-8178.	MELBA HOBSON FOR MR. GEE (1407 B'WAY)	1407 CLUB 1407 BROADWAY
Wednesday Oct. 2 4:00 P.M.	PRESS PREVIEW OF FUR COLLECTION Preview for press of high fashion furs, designed for Neustadter by Betty Yokova, 1963 Coty Special Awards winner. By invitation. Contact: Marc Spaulder, LA. 4-3365.	NEUSTADTER FURS	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 2 4:30 P.M.	PREVIEW OF "CORFAM" SHOE UPPER MATERIAL Du Pont will introduce "Corfam" poromeric shoe upper material to the press. By invitation. Contact: Wright Johnson, 971-4431.	DU PONT	NEW YORK HILTON MERCURY BALLROOM
Wednesday Oct. 2 5:30 P.M. Cocktails	PRESS SHOWING OF MEN'S FASHIONS "Napoleon Shop" musical presentation of fashions for men of shorter stature By invitation. (For Release, Fri., Oct. 4.) (Customer show at 6:30 P.M.) Publicity: Selma Spanier, LA. 4-7000, Ext. 448.	SAKS 34TH	SHERATON-ATLANTIC HOTEL BALLROOM
Wednesday Oct. 2 5:30 P.M.- 8:00 P.M.	PRESS PREVIEW: IRISH EXHIBITION Special exhibition and reception for Irish celebrities. By invitation. (For Release, Fri., Oct. 4.) Public Relations: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR
Thursday Oct. 3 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fall and Winter fur fashions from Hattie Carnegie during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL.9-3000. Carnegie Publicity: Jeri Amstel, PL. 5-2600. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	HATTIE CARNEGIE (42 EAST 49TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 3 2:30 P.M. Cocktails	PRESS PREVIEW OF FUR FASHIONS Press preview of Ritter Brothers custom-order fur collection. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	SHERRY NETHERLANDS CRYSTAL PAVILION
Thursday Oct. 3 7:00 P.M.- 11:00 P.M.	"FORECAST OF FASHION" DINNER DANCE "Early Party"--fourth annual "Forecast" and fashion show for benefit of Museum of Early American Folk Arts, New York's newest museum. By invitation. Public Relations: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	NEW YORK HILTON TRIANON BALLROOM
Oct. 4	LORD & TAYLOR RELEASE DATE--Irish exhibition, Oct. 2. (See Above)		
Friday Oct. 4 11:00 A.M.	PRESS SHOWING: RESORT AND SPRING COLLECTION Press preview of Wragge's Resort and Spring collection. By invitation. Thereafter, Oct. 8, 14, 21, 28 at 11:00 A.M. All showings by invitation. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday Oct. 4 2:30 P.M.	PRESS PREVIEW: RESORT BOUTIQUE COLLECTION John Weitz will preview his boutique collection for Resort and Cruise. By invitation. Contact: Virginia Scovill, IO. 3-4920.	THE JOHN WEITZ BOUTIQUE (533 SEVENTH AVENUE)	REGENCY HOTEL PARK AVE. & 61ST ST.

SPRING OPENINGS BY LOS ANGELES FASHION GUILD IN LOS ANGELES

Friday Oct. 4-- Oct. 9	Oct. 4: 11:30 A.M. Oscar of Beverly Hills. Oct. 6: 9:30 A.M. Mike Anthony. 11:30 A.M. Maxwell Shieff; 1:30 P.M. Elis Porter; 4:15 P.M. Michael Novarese; 6:00 P.M. Helga. Oct. 7: 10:30 A.M. Marusia; 1:30 P.M. Travilla; 3:00 P.M. Helen Rose; 4:30 P.M. Irene; 8:30 P.M. Cooper Couture. Oct. 8: 8:30 A.M. Peggy Hunt; 10:30 A.M. Pat Premo; 11:30 A.M. Louis Margliano; 2:30 P.M. Stanley Nelson; 4:30 P.M. Georgia Bullock. Oct. 9: 1:00 P.M. Whittier; 4:30 P.M. Annette Bullock; 6:30 P.M. Paul Whitney. Contact: Barbara Trister, 819 Santee Street, Los Angeles.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Oct. 6 6:00 P.M.	RESORT AND SPRING OPENING IN CALIFORNIA By invitation only.	HEIGA (722 SO. LOS ANGELES ST.) Contact: Walter Oppenheimer,	BEVERLY HILLS HOTEL CRYSTAL ROOM MADISON 7-0806 (L.A.).
Monday Oct. 7 8:30 A.M.	RESORT AND SPRING CALIFORNIA OPENING Breakfast showing, by invitation.	WERLE Contact: Jose Fernandez,	626 N. ROBERTSON BLVD. LOS ANGELES OL. 5-8926 (L.A.).
Monday Oct. 7 12:30 P.M. Luncheon	PRESS PREVIEW: NEW PEARL SALON Saks Fifth Avenue will present the collection of cultured pearls from their new Pearl Salon. By invitation.	SAKS FIFTH AVENUE Publicity: Helen O'Hagan,	ST. REGIS HOTEL PRIVATE SUITE PL. 3-4000.
Monday Oct. 7 1:30 P.M.	RESORT AND SPRING OPENING IN CALIFORNIA By invitation only.	TRAVILLA (853 N. LA CIENEGA) Contact: William Sarris,	BEVERLY WILSHIRE HOTEL LE GRANDE TRIANON ROOM OLYMPIA 2-0723 (L.A.).
Monday Oct. 7 5:30 P.M.	RESORT & SPRING OPENING IN CALIFORNIA By invitation only.	BUD KILPATRICK, INC. (2139 STONER AVE., L.A.) Contact: Eph Feinberg,	BEVERLY HILLS HOTEL BEVERLY HILLS, CALIF. BR. 2-1171 (L.A.).
Beginning Monday Oct. 7	OPENING: RESORT AND SPRING COLLECTION Phelps collection for Resort and Spring of separates, dresses, coats, and leather accessories. Contact: Mrs. Elizabeth Phelps or Mrs. Jean Salmon,	PHELPS (SKYLAND, N.C.) ASheville 2-1462; after Oct. 7,	SHERATON-RUSSELL HOTEL PARK AVE. & 37TH STREET MU. 5-7674.
Beginning Monday Oct. 7	RESORT AND SPRING CALIFORNIA OPENING Afternoon, country club dresses and costumes. By appointment. Contact: Dick Steiner,	WAYNE FULLER, INC. MA. 7-5461 (L.A.).	122 EAST 7TH, L.A. SHOWROOM - 12TH FLOOR
Tuesday Oct. 8 11:30 A.M.	PRESS PREVIEW OF GIFTS AND ANTIQUES Preview for press of imported gift and antique collection. By invitation. (For Release, Wed., Oct. 9.)	BERGDORF GOODMAN Publ.: Florence Neff,	4TH FLOOR PL. 3-7300.
Beginning Tuesday Oct. 8	OPENING: RESORT SPORTSWEAR COLLECTION Robert Sloan will present his 1964 Resort collection of sportswear, dresses, and playclothes, designed by Sylvia de Gay. By reservation. Continuous thereafter.	ROBERT SLOAN SPORTSWEAR, INC. Publ.: Margaret Hodge,	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR 110 W. 51st St.,
Wednesday Oct. 9 3:30 P.M. Champagne	PRESS PREVIEW: CUSTOM AND BOUTIQUE COLLECTION Alice Schweitzer will present her Fall-Winter French and Moroccan fashion collection; also launching her new perfume "Gavroche." By invitation. (For Release, Fri., Oct. 11.)	ALICE SCHWEITZER Publicity: Naomi Zagor,	741 MADISON (AT 64TH ST.) SALON - 2ND FLOOR BU. 8-6337.
Wednesday Oct. 9 4:00 P.M.	ADVANCE PREVIEW OF SHOES AND SANDALS Informal showing of Resort, Spring, and Summer shoes and sandals by Golo. By invitation. Contact: Arthur Samuels, Jr., or Joy Reardon,	GOLO FOOTWEAR CORP. BR. 9-5800.	350 FIFTH AVENUE SUITE 925
Oct. 10	OHRBACH'S RELEASE DATE--Fall and Winter fur fashions. (No Press Show)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 10 10:00 A.M.- 12:00 Noon Brunch	PRESS PREVIEW: "TEN BEST DRESSED TABLES" The Gorham Company, in cooperation with Table Fashion Institute, will present table settings by regional winners from Birmingham, Pasadena, Cleveland, Washington, Boston, San Antonio, New York, New Orleans. Editors will vote on "Best Dressed Table," and winner will receive \$1,000 prize. By invitation. Publicity: Ted Materna Assoc., 75 East 55th St., PL.3-3240.	THE GORHAM COMPANY	HOTEL PLAZA WHITE & GOLD SUITE
Thursday Oct. 10 12:30 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON Luncheon fashion presentation. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	MIMI TUTHILL (41 EAST 60TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 10 5:00 P.M.	FALL FASHIONS BY NORMAN NORELL Special invitational showing of Fall and Winter fashions by Norman Norell. Attendance by invitation. Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	6TH FLOOR, DESIGNERS' SALON
Friday Oct. 11 7:00 P.M. Dinner	ANNUAL AWARD DINNER DANCE "October in New York"--award dinner this year will honor Mrs. Diana Vreeland, editor-in-chief, "Vogue"; and the 1963 Textile Award will be received by Mr. William G. Lord for Burlington Industries, Inc. Honorary Chmn.: Laura Johnson, Mildred Morton, Charles Revson. Reservations: Frances Duehren, WI. 7-0324.	N.Y. FASHION DESIGNERS, INC.(1457 BROADWAY)	HOTEL PLAZA BALLROOM
Monday Oct. 14 9:30 A.M. Coffee	PRESS PREVIEW OF SKI FASHIONS Bonwit Teller will preview new ski fashions. By invitation. ( <u>For Release,</u> <u>Tues., Oct. 15.</u> ) Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	5TH FLOOR
Monday Oct. 14 8:00 P.M.	OPENING NIGHT OF OPERA SEASON The seventy-ninth season with a new production of Verdi's "Aida." Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE B'WAY & 39TH STREET
Tuesday Oct. 15 9:30 A.M. Coffee	PREVIEW: SPRING SPORTSWEAR COLLECTION Preview of sportswear and dresses for Spring. By invitation. Contact: Miss Gerry McEvoy, LO. 5-2442.	KORET OF CALIFORNIA	1407 BROADWAY SHOWROOM - 4TH FLOOR
Tuesday Oct. 15 8:45 A.M. Breakfast	PREVIEW OF SWIMWEAR '64 Preview of "The Wildcat"--Maidenform's 1964 swimwear collection for press and buyers. <u>Show at 9:30.</u> Admission by ticket only. Publicity: Mary Ann Zimmerman, Bell & Stanton, PL. 9-4800.	MAIDENFORM	EL MOROCCO 305 EAST 54TH STREET
Thursday Oct. 17 12:30 P.M. Luncheon	COCKTAIL AND EVENING FASHIONS AT LUNCHEON Showing of Malcolm Starr's Fall and Winter collection, available at Lord and Taylor. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	MALCOLM STARR, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Oct. 18 12:00 Noon Luncheon	SPORTSWEAR FASHIONS AT LUNCHEON SHOW Resort and Spring sportswear fashions will be presented. (Prices and more details later.)	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) Contact: CI. 7-3940.	NEW YORK HILTON BALLROOM
Tuesday Oct. 22 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING COLLECTION Preview for the press of Spring and Summer sportswear collection. By invitation. Contact: Joan Van Hoya, WI. 7-1381.	QUEEN CASUALS (1410 BROADWAY)	HOTEL PIERRE ROOF GARDEN
Wednesday Oct. 23 12:30 P.M. Luncheon	FIRST FASHION SHOW AT WORLD'S FAIR The Women's Committee of the Greater New York Councils, Boy Scouts of America, will present a showing of Holiday fashions by Harvey Berin. Furs--B. Weinstein. Jewelry--Marvella. Reservations--\$15.00; contact: Joe Klein, 25 West 43rd Street. Commentator and Publicity: Lynn Lyons Blum, 36 Sutton Place So., PL. 5-1450.	BOY SCOUTS OF AMERICA- GREATER N.Y. COUNCILS	"TOP OF THE FAIR" WORLD'S FAIR GROUNDS
Wednesday Oct. 23 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Spring collection, designed by Philippe Tournaye for Rembrandt, at a preview for press. By invitation. Resident buyers' showing, Thursday, Oct. 24 at 2:30. Thereafter, Oct. 29, 30, Nov. 5, 6 at 2:30. By reservation. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Oct. 24 9:30 A.M. Coffee	PREVIEW OF CHILDREN'S IMPORT FASHIONS Ohrbach's will preview children's Fall and Winter young import collection. By invitation. (For Release, Fri., Oct. 25.) Publicity: Mark Klauser, OX. 5-4400.	OHRBACH'S	6TH FLOOR YOUNG IMPORT SHOW
Monday Oct. 28 11:30 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION Arthur Jablow's Spring coats, suits, ensembles, designed by David Kidd, at 11:30, Oct. 28, Nov. 5, 7, 13. Contact: Virginia Yost, LA. 4-3404. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Oct. 28 12:00 Noon	PREVIEW OF SPRING COLLECTION Showings at 12:00 Noon, Oct. 28, 31, Nov. 4, 6, 7, 12. By invitation. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday Oct. 28 1:00 P.M.	OPENING OF SPRING COLLECTION Showings at 1:00, Oct. 28, 29, 30, Nov. 4, 5, 6. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday Oct. 28 2:15 P.M.	OPENING OF SPRING COLLECTION Paul Parnes' Spring collection, designed by Karen Stark and Fernando Bosc. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Oct. 28 5:45 P.M. Cocktails	PREVIEW: CALIFORNIA SPRING COLLECTION Preview of Helga's Spring collection. By invitation. Thereafter, by appointment, in private suite for three weeks. Contact: Walter Oppenheimer, CI. 7-2200; MADISON 7-0806 (L.A.).	HELGA (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM BALLTOOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Oct. 28	OPENING OF SPRING COLLECTION Continuous daily showings of Spring dresses and costumes, including floor-length, designed by Mort Mogel. Publicity: Florence Judson, BR. 9-0965.	PARNES-FEINSTEIN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Tuesday Oct. 29 10:00 A.M.	PREVIEW OF SPRING COATS AND SUITS Special preview for press and resident buyers. By invitation. Showings at 10:00, Nov. 5, 6, 7, 12, 13, 14. Thereafter by appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday Oct. 29 11:30 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview for press of Spring coats and suits. By invitation. Thereafter, Oct. 31, Nov. 4, 6, 12 at 11:30. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Oct. 29 1:00 P.M.	OPENING OF SPRING COLLECTION Hannah Troy's Spring collection on Oct. 29, 30, Nov. 5, 6, 12, 13 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 29 1:00 P.M.	OPENING OF SPRING JUNIOR COLLECTION Resort and Spring junior collection, daily except Mondays and Fridays at 1:00 P.M. Contact: LA. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 29 2:30 P.M.	OPENING OF SPRING COLLECTION Maurice Rentner's Spring collection, designed by Bill Blass. Showings at 2:30, Oct. 29, 30, 31, Nov. 5, 7, 12, 14. <u>Press showing, Monday, Nov. 4 at 3:00 P.M.</u> By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Oct. 29 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION By invitation. Thereafter at 10:30 A.M., Oct. 31, Nov. 4, 6, 8, 12, 14. Showings by reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Oct. 31 10:30 A.M.	OPENING OF SPRING COLLECTION Showings at 10:30, Oct. 31, Nov. 5, 6, 7. By appointment. Contact: Myra de Francesca or David Taxier, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Nov. 4 2:00 P.M.	OPENING OF SPRING COAT COLLECTION Showings Nov. 4, 6, 12, 14 at 2:00 P.M. By appointment. Contact: Louis Mariani, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday Nov. 5 10:00 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION Showings at 10:00, Nov. 5, 7, 11, 13. Contact: Mr. Rene Tixier, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday Nov. 6 4:30 P.M.	PRESS PREVIEW: SPRING COLLECTION Preview for press, by invitation. Showings at 10:30, Nov. 8, 12, 14, 20. By reservation. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR



# 1964

## JANUARY

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